

16th YEAR • A WEEKLY PUBLICATION

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2/20/56

1956

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

fashion

january						
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march - 1957						
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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 17, 1956</u>			
Friday Feb. 17 9:30 A.M. Coffee	PRESS PREVIEW OF ACCESSORIES "Prescription for Spring - 8 Parts Perfect"--Ohrbach's collection of coordinated accessories including millinery, shoes, handbags, gloves, jewelry, neckwear, belts and umbrellas. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	3RD FLOOR MILLINERY OVAL ROOM
Friday Feb. 17	SHOWING OF ITALIAN IMPORT FASHIONS Collection of daytime cottons and evening fashions by Sorelle Steiner of Milan. Contact: Donna Cannon, MU. 7-5447.	SORELLE STEINER OF MILAN	505 FIFTH AVENUE ROOM 1002
Feb. 17- Feb. 26	N.Y. SPORTS, TRAVEL AND VACATION SHOW, KINGSBRIDGE ARMORY, BRONX. Contact: Lester Eisner, N.Y. Expositions, 551 Fifth Ave., MU. 7-2989.		
Feb. 18- Feb. 25	EIGHTEENTH ANNUAL NATIONAL SEW AND SAVE WEEK. Contact: National Needlecraft Bureau, 430 Park Avenue, PL. 1-3430.		
Feb. 19- Feb. 26	BROTHERHOOD WEEK. Contact: Nat'l Conference of Christians and Jews, 381 4th Ave., MU. 9-4720.		

WEEK BEGINNING MONDAY, FEBRUARY 20, 1956

Monday Feb. 20 10:00 A.M.	PREVIEW OF SUMMER COLLECTION Galanos of California will preview his Summer collection. By invitation only. Publicity: Maxwell-Gray, PL. 3-5556.	JAMES GALANOS (BEVERLY HILLS, CAL.)	HOTEL PLAZA WHITE & GOLD SUITE
Beginning Monday Feb. 20	OPENING: SPRING AND SUMMER COLLECTION Continuous showings of coordinated separates and casual dresses, designed for Tombarry, Inc. Contact: Phoebe Harper, CH. 4-3735.	IRENE SALTERN OF CALIFORNIA	HOTEL YORK 488 7 AVE. - RM. 515
Tuesday Feb. 21 9:30 A.M. Breakfast	PRESS PREVIEW: SPRING SUITS AND BLOUSES Macy's will preview their Spring suits and blouses to the press. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Feb. 21	MAINBOCHER'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 2).		
Tuesday Feb. 21 4:30 P.M.- 8:30 P.M. Buffet	PREVIEW OF NORGE APPLIANCES Norge - Division Borg-Warner Corp. will preview their new appliances. Demonstrations from 5:15 to 5:45 P.M. By invitation. Contact: Andy Tobin or Jack Bernstein at Harshe-Rotman, CI. 5-8687.	NORGE - DIVISION BORG-WARNER CORP.	HOTEL PIERRE ROOF GARDEN

DATEWHAT'S GOING ONGIVEN BYWHERE

PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Tuesday Feb. 21	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST. PUBL: ELEANOR LAMBERT, MU. 8-2130 (Note Change of Date)
Wednesday Feb. 29	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. PUBL: GRACE DE MUN, PL. 3-4000 (Designed by Sophie)
Friday March 2	<u>BERGDORF GOODMAN</u> At 11:30 A.M.	745 FIFTH AVE. PUBL: FLORENCE NEFF, PL. 3-7300
Tuesday March 6	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST. PUBL: RUTH SMITH, PL. 5-2600
Thursday March 8	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. PUBL: MARY-JEAN MAIRS, CI. 7-1100 (Bendel Originals and French Imports)
Wednesday March 14	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE. PUBL: SOPHIE SHONNARD, EL. 5-6800

Tuesday Feb. 21
 6:00 P.M.-8:00 P.M.
 Cocktails
 ITALIAN FASHION SHOW
 ABOARD SHIP
 Cocktail party and presentation of Italian fashions by: Antonelli, Carosa, Capucci, Fabiani, Marucelli, Simonetta, Veneziani. By invitation only.
 Publicity: Betty Campbell, PL. 7-6358.

Feb. 22 WASHINGTON'S BIRTHDAY (Legal Holiday--Wednesday).

Thursday Feb. 23
 10:00 A.M. Breakfast
 PRESS PREVIEW OF SPRING MILLINERY
 MARTIN'S (BROOKLYN)
 6TH FLOOR EXECUTIVE OFFICE
 Martin's will invite the press to preview their Spring millinery. By invitation only. Customer showing at 6:30 P.M. on 2nd Floor, Millinery Salon. Publicity: Rita Dobbins, TR. 5-3100.

Thursday Feb. 23
 12:30 P.M. Luncheon
 EASTER PARADE OF LEATHER FASHIONS
 B. ALTMAN; & LEATHER INDUSTRIES OF AMERICA
 HOTEL PLAZA TERRACE ROOM
 "Elegance Begins with Leather"--luncheon showing of shoes and accessories. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publ: B. Altman--Eleanor Horton, MU. 9-7000; Leather Industries--Billie Gould, MU. 6-7956. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.

Thursday Feb. 23
 5:00 P.M.-7:00 P.M.
 Cocktails
 PRESS PREVIEW OF IRISH LINEN FASHIONS
 THE IRISH LINEN GUILD
 HOTEL PIERRE ROOF
 The Irish Linen Queen will be crowned at a press reception. Linen ready-to-wear fashions by leading American designers at 5:30 P.M. By invitation. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.

Sunday Feb. 26-Mar. 2
 NEW YORK GIFT SHOW
 THE NAT'L GIFT & ART ASS'N, INC.
 HOTEL NEW YORKER & N.Y. TRADE SHOW BLDG.
 Fiftieth anniversary of the New York Gift Show at the Hotel New Yorker and the N.Y. Trade Show Building with 789 exhibits and merchandise from over 30 foreign countries. Contact: George F. Little Management, 220 Fifth Avenue, MU. 9-7147.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Feb. 27- March 1	INTERNATIONAL BEAUTY SHOW FOR 1956 Thirty-sixth annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling. Contact: Joseph Byrne, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW (19 W. 44 ST.)	HOTEL STATLER
Tuesday Feb. 28 2:30 P.M.	PRESS PREVIEW OF SPRING FASHIONS "Fashion Freshness for Spring 1956"--preview of coats, suits, dresses and costumes. <u>Press showing at 10:00 A.M., 8th floor, by invitation.</u> Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR (36 ST. & 5TH AVE.)
Tuesday Feb. 28- Feb. 29	48TH SEMI-ANNUAL LEATHER SHOWING Exhibit hours: Tuesday, Feb. 28, from 9:00 A.M. to 7:00 P.M.; Wednesday, Feb. 29, from 9:00 A.M. to 3:00 P.M. Contact: Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA BALLROOM
Wednesday Feb. 29 12:30 P.M. Luncheon	"DAY INTO EVENING" FASHION SHOW A. P. Silk Co. will present daytime to evening fashions by leading American designers. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. A. P. Silk contact: Countess Dolfin, LO. 4-3335. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	A.P. SILK CO., INC. (1412 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 29 12:30 P.M. Luncheon	SPRING COATS AND SUITS AT LUNCHEON Spring coats and suits will be presented during luncheon, available at Lord & Taylor. Press by invitation. Public by reservation; Headwaiter, EL. 5-3000. Waldorf Contact: James Lawlor, EL. 5-3000.	HARRY FRECHTEL	WALDORF-ASTORIA EMPIRE ROOM
Feb. 29	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 2).		
Thursday March 1 9:00 A.M.- 12:00 Noon	PRESS PREVIEW OF NEW WALL PAPERS Preview of new collection of flock and dimensional design hand-made wall papers. By invitation only. Contact: Jamian Advertising, CI. 5-9300.	FINE ART WALL PAPER CO.	575 MADISON AVENUE SHOWROOM - 5TH FLOOR
Thursday March 1 11:00 A.M.	PRESS PREVIEW: FASHIONS BY HOWARD GREER Jay Thorpe will preview Howard Greer's Spring and Summer fashions. By invitation. <u>(Customer showing at 2:30 P.M.)</u> Publicity: Rasponi Assoc., TE. 8-8171.	JAY THORPE	4TH FLOOR
Friday March 2 9:30 A.M. Breakfast	PRESS PREVIEW OF "GREY ROOM" FASHIONS Ohrbach's will preview their Spring collection of "Grey Room" coats and suits. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
March 2	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 11:30 A.M. (See Page 2).		
Monday March 5 11:00 A.M.	PRESS PREVIEW OF MURIEL KING FASHIONS Press showing of Muriel King's Spring collection and Stein & Blaine furs. By invitation only. Contact: PL. 3-7700.	STEIN & BLAINE, INC.	13 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 5	OPENING: NATLYNN JUNIORS & JANET LEIGH LINE Natlynn Junior Originals Summer dress collection. Also, junior fashions by Janet Leigh, motion picture star and designer. Continuous showings beginning at 9:30 A.M. Contact: Gerry Gottlieb, LO. 3-5372.	NATLYNN JR. ORIGINALS; NATLYNN TALLS	1400 BROADWAY SHOWROOM - 9TH FLOOR
Monday March 5- March 14	FIFTY-THIRD ANNUAL AMERICAN TOY FAIR About 1400 exhibitors will show at the 1956 Toy Fair, with temporary exhibits in Hotels McAlpin and New Yorker. In addition, there will be permanent showroom exhibits at 200 Fifth Avenue and 1107 Broadway. <u>Press preview</u> , Sun., March 4 at 3:00 P.M. at Hotel McAlpin. Publicity: Edward Foley, Manning Public Relations, 25 E. 73rd St., LE. 5-6100.	TOY MANUFACTURERS OF THE U.S.A., INC.	HOTELS McALPIN & NEW YORKER
Tuesday March 6 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Galanos of California presents his Spring daytime, cocktail and evening fashions during luncheon, available at Lord & Taylor. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Galanos Publ.: Maxwell-Gray, PL. 3-5556. Produced by Mary Alice Rice, CI. 6-1790.	JAMES GALANOS (BEVERLY HILLS, CAL.)	HOTEL AMBASSADOR BALLROOM
March 6	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		
Tuesday March 6 4:00 P.M. Coffee	"THE SMARTEST WOMAN" FASHION SHOW Showing of Spring fashions by leading stores and manufacturers, presented under auspices of The Stevenson for President Committee. \$5.00 donation, contact: Mrs. Edward Codel, PL. 1-1720.	STEVENSON FOR PRESIDENT COMM.-N.Y.	HOTEL PLAZA BALLROOM
Wednesday March 7 12:30 P.M. Luncheon	"GREEN ROOM" FASHIONS FOR SPRING Bloomingdale's "Green Room" ready-to-wear Spring fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret deMille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Wednesday March 7 12:30 P.M. Luncheon	FASHIONS BY IRENE OF CALIFORNIA AT BENEFIT Gunther Jaeckel will present Spring and Summer fashions by Irene of California at a benefit for the Multiple Sclerosis Society. Tickets: \$10.00; contact: Mrs. Hamilton White, PL. 9-5604. Press by invitation. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Contact: James Lawlor, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Thursday March 8 9:15 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Oldric Royce will preview his custom-order collection. <u>Showing at 9:30 A.M.</u> By invitation only. Publicity: Nona James, MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
March 8	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 2).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 8 12:30 P.M. Luncheon	SPRING SHOE FASHIONS DURING LUNCHEON J. & J. Slater and Hanan will present their Spring shoe fashions during luncheon. Press by invitation. Public by reservation; contact: MU. 9-3000, Ext. 176. J. & J. Slater contact: L. J. Horan, Jr., PL. 9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER & HANAN (54TH ST. & MADISON)	HOTEL PLAZA PERSIAN ROOM
Friday March 9 10:00 A.M.	PREVIEW: SPRING & SUMMER BRIDAL FASHIONS Saks will preview Spring and Summer bridal fashions by Sophie to the press. By invitation only. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Friday March 9- April 8	EXHIBIT: "ASIAN ARTISTS IN CRYSTAL" Exhibition of Steuben crystal pieces engraved with designs by contemporary artists of Asian countries; also artists' original drawings commissioned by Steuben Glass. Contact: Floyd Rodgers, TR. 9-5500.	METROPOLITAN MUSEUM OF ART	FIFTH AVE. & 81ST ST.
March 11- March 17	GIRL SCOUT WEEK. Contact: Girl Scouts, Inc., 155 E. 44th St., MU. 2-2505.		
Sunday March 11- March 17	INTERNATIONAL FLOWER SHOW Thirty-ninth annual flower show is sponsored jointly by the Horticultural Society of N.Y. and the N.Y. Florists' Club. Contact: R. B. Farnham, 157 W. 53rd St., PL. 7-0915.	HORTICULTURAL SOCIETY; N.Y. FLORISTS' CLUB	WANAMAKER BUILDING 4TH AVE. AT 8TH ST.
March 11- March 17	SEVENTH ANNUAL IRISH LINEN WEEK. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		
Tuesday March 13 10:00 A.M. Breakfast	PRESS PREVIEW OF IMPORTS & COPIES Gimbels will preview their imports and copies to the press. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR BOUTIQUE
Tuesday March 13 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Bergdorf Goodman will present their imports at a special preview for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Wednesday March 14- March 15 10:00 A.M.- 5:00 P.M.	FALL FABRIC FASHION FORUM AND DISPLAY Annual Fall Fabric Forum for children's wear and accessories manufacturers by Parents' Magazine. Analysis of children's fashion trends by Mrs. Beryl Tucker, Fashion Editor, with presentations at 11:30, 2:30 and 4:30 on both days. By invitation only. Publicity: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL NEW YORKER MOSAIC ROOM
Wednesday March 14 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Else Fritz will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Else Fritz contact: EL. 5-9371. Pierre Fashion Dir: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
March 14	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 15 12:30 P.M. Luncheon	SPRING FASHIONS BY MADELEINE FAUTH Spring fashions by Madeleine Fauth will be presented at luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Clothes For You contact: Isabelle Crawford, BR. 9-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	CLOTHES FOR YOU, INC. (1400 BROADWAY)	HOTEL PLAZA PERSIAN ROOM
Friday March 16 9:00 A.M. And 12:00 Noon	TWO SHOWINGS OF IMPORT FASHIONS The Fashion Group's semi-annual import fashion show at 9:00 A.M. (Breakfast) and 12:00 Noon (Luncheon). Speaker: Jessica Daves, Editor-in-Chief of "Vogue". Co-Chmn. of Ready-To-Wear Division: Bettina Ballard and Margaret deMille. Prices: Breakfast--\$5.50 (members), \$8.00 (guests); Luncheon--\$7.50 (members), \$10.00 (guests). <u>Member and one guest may attend one of the 2 showings.</u> Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Friday March 16 5:30 P.M.- 9:30 P.M.	SHAMROCK COCKTAIL PARTY The Society of American Fashion Designers will have a Shamrock Cocktail Party. Tickets: \$6.95; contact: Miss Tina, LA. 4-7950.	SOCIETY OF AMERICAN FASHION DESIGNERS	HOTEL PLAZA
March 17	ST. PATRICK'S DAY (Saturday).		
Monday March 19 12:00 Noon Luncheon	"TRAIL BLAZER AWARDS" LUNCHEON The annual Trail Blazer Awards luncheon by the National Home Fashions League. Speaker: Charlotte Montgomery, writer and consultant. (Prices to be announced later.) Contact: Josephine Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.)	HOTEL ROOSEVELT BALLROOM
Monday March 19 2:30 P.M.	SHOWING OF IMPORTS AND COPIES Russeks will present their Italian and French import originals and copies. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
March 20	FIRST DAY OF SPRING (Tuesday).		
Wednesday March 21 12:30 P.M. Luncheon	SPRING BRIDAL FASHIONS AT LUNCHEON Jay Thorpe will present Spring bridal fashions during luncheon. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Jay Thorpe Publicity: Rasponi Associates, TE. 8-8171. Produced by Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL AMBASSADOR BALLROOM
Wednesday March 21 4:00 P.M.- 7:00 P.M. Cocktails	RECEPTION FOR DIGBY MORTON Preview of Digby Morton's Lady Hathaway Fall collection at continuous showings and reception in honor of Mr. Morton. By invitation only. Publicity: Janet Laib, MU. 9-4157.	C.F. HATHAWAY CO. (112 E. 40TH ST.)	OVERSEAS PRESS CLUB 35 EAST 39TH STREET
Thursday March 22 12:30 P.M. Luncheon	BOUTIQUE FASHIONS AT LUNCHEON Zita will present her Spring and Summer boutique fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Zita contact: RE. 4-0101. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	ZITA, INC. (781 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 22 3:00 P.M. And 5:00 P.M.	IMPORTS IN CORDUROY, VELVETEEN AND VELVET Crompton's couture collection will be shown at 3:00 and 5:00 P.M., with Fall fashions from <u>France</u> by--Balmain, Chanel, Desses, Dior, Maxime de la Falaize, Fath, Givenchy, Gres, Griffe, Heim, Lanvin-Castillo, Lecadre- Marnier, Manguin, Patou, Madeleine de Rauch; <u>Italy</u> --Avolio, Emilio of Capri, Fabiani, Fontana, Simonetta, Veneziani; <u>England</u> --Cavanagh, Hartnell, Digby Morton, Ronald Paterson; <u>Dublin</u> --Sybil Connolly; <u>Madrid</u> --Pedro Rodriguez; <u>Vienna</u> --Gertrude Hoechsmann. By invitation only. Publicity: Rosalind Allan at Crompton, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
March 26	HOLY WEEK (March 26-31).		
March 27	PASSOVER -- First Day (Tuesday) -- Begins Monday at Sundown.		
April 1	EASTER SUNDAY.		
Wednesday April 4 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING Display of Fall fabrics by The Fashion Group. (Prices and more details later). Co-Chairmen: Frances Clark, "Harper's Bazaar"; Janet Livingstone, "Good Housekeeping". Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Tuesday April 17 4:30 P.M. Cocktails	"GOOD DESIGN FOR WASHABLE WOOLENS" A competition among garment manufacturers--"Good Design for Washable Woolens"--sponsored by Sanforlan of the Sanforized Division of Cluett, Peabody & Co. All entries will be presented at a 5:00 P.M. fashion show for buyers and press, by invitation only. Publicity: Bess Williams at Young & Rubicam, MU. 9-5000.	SANFORLAN (CLUETT, PEABODY & CO.)	HOTEL PIERRE GRAND BALLROOM
Friday April 20 8:00 P.M. Dinner- Dance	FIFTH ANNUAL "APRIL IN PARIS" BALL Fifth annual "April in Paris" Ball, a gala dinner-dance for benefit of French Hospital of N.Y. and the American French Foundation charities, with fashions by--Desses, Dior, Fath, Castillo of Lanvin, Givenchy and hats by leading Paris milliners. Sponsored by Air France, Cartier and Cody. Mrs. Dwight D. Eisenhower, Honorary Chairman. Reservations--\$100.00; contact: Mr. Philippe's Office, 301 Park Avenue, EL. 5-5725.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
April 29- May 5	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 W. 31st St., WI. 7-9804. L. 5-2742.		
Tuesday May 1- May 31	SEVENTH ANNUAL LACE FESTIVAL Theme: "Lace Travels in Fashion"--International Lace Festival. Publicity: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.	THE LACE INSTITUTE	THROUGHOUT COUNTRY
Sunday May 13	MOTHER'S DAY. Theme: "There's Nothing Too Good For Mom." Contact: Arthur Freeman, 129 W. 30th St., LO. 5-4700.		
Monday May 14- May 19	ANNUAL NATIONAL COTTON WEEK Theme: "Pick Your Cottons Now"--26th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, BR. 9-4920.	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY

MOVIES...MUSIC...THEATRE...OPERA...BALLET

- Monday
Feb. 20 **FIFTEENTH WEEK: METROPOLITAN OPERA** MET. OPERA HOUSE, 39TH ST. & B'WAY
Mon., Feb. 20: Puccini's TOSCA. Tues., Feb. 21: Verdi's LA FORZA DEL
DESTINO. Wed., Feb. 22: Puccini's LA BOHEME. Thurs., Feb. 23: Mozart's
THE MAGIC FLUTE. Fri., Feb. 24: Donizetti's LUCIA DI LAMMERMOOR.
Sat., Mat., Feb. 25: Verdi's RIGOLETTO. Sat., Eve., Feb. 25: Wagner's
LOHENGRIN. Publicity: Francis Robinson, PE. 6-1200.
- Tuesday
Feb. 21
6:30 P.M. **PREMIERE: "THE BENNY GOODMAN STORY" (Movie)** CAPITOL THEA., B'WAY & 51ST ST.
Steve Allen and Donna Reed will star in the Technicolor musical biography
of Benny Goodman, produced by Universal-International. Director:
Valentine Davies. Producer: Aaron Rosenberg. Costumes: Bill Thomas.
U-I Publicity: Al Cohan, PL. 9-8000.
- Wednesday
Feb. 22 **OPENING: "DEBUT"** HOLIDAY THEATRE, BROADWAY & 47TH ST.
Richard Horner and Justin Sturm will present Mary Drayton's new comedy
about the South, with Tom Helmore and Inger Stevens. Director: John
Gerstad. Settings, lighting and costumes: John Boyt. Publicity:
Reuben Rabinovitch, LA. 4-1839.
- Tuesday
Feb. 28
8:15 P.M. **PREMIERE: "DOCTOR AT SEA" (Movie)** TRANSLUX THEATRE, 52ND & LEX. AVE.
J. Arthur Rank production, released by Republic Pictures, starring Dirk
Bogarde, Brigitte Bardot, Brenda De Banzie and James Robertson Justice, in
a comedy about a cruise ship doctor. Director: Ralph Thomas. Producer:
Betty E. Box. Costumes: Joan Ellacott. Premiere for benefit of Heart
Fund--\$5.00. Republic Publicity: Stove Edwards, JU. 6-1700.
- Tuesday
Feb. 28 **FIRST WEEK: N.Y. CITY BALLET** CITY CENTER, 131 WEST 55TH STREET
Tues., Feb. 28: SWAN LAKE, THE CAGE, VALSE-FANTASIE, BOURREE FANTASQUE.
Wed., Feb. 29: INTERPLAY, SOUVENIRS, PAS DE DIX, WESTERN SYMPHONY.
Thurs., March 1: ROMA, VARIATIONS FROM "THE GUESTS", SOUVENIRS, FANFARE.
Fri., March 2: INTERPLAY, FIREBIRD, PAS DE TROIS (GLINKA), PIED PIPER.
Sat., Mat. March 3: INTERPLAY, FIREBIRD, VALSE-FANTASIE, WESTERN SYMPHONY.
Sat. Eve., March 3: ROMA, THE CAGE, PAS DE TROIS, BOURREE FANTASQUE.
Sun., Mat., March 4: SWAN LAKE, SOUVENIRS, PAS DE DIX, PIED PIPER.
Sun., Eve., March 4: ROMA, THE CAGE, VARIATIONS FROM "THE GUESTS", FANFARE.
Publicity: Phillip Bloom, CH. 4-5185.
- Sunday
March 11
8:30 P.M. **PREMIERE: "RICHARD III" (Movie)** BIJOU THEATRE, 209 WEST 45TH STREET
Lawrence Olivier, starring, producing and directing--with John Gielgud,
Ralph Richardson, Cedric Hardwicke, Claire Bloom, Pamela Brown, in Vista-
Vision and Technicolor. In association with Alexander Korda and released
by Lopert Films. Benefit of Actors Fund of America; Tickets: \$10; \$25;
\$100; contact: Mrs. Innes Brown, PL. 7-4133. Publ.: Marjorie Geiss, PL. 7-3330.
- Thursday
March 15 **OPENING: "MY FAIR LADY"** MARK HELLINGER THEA., 51ST ST. & B'WAY
Rex Harrison and Julie Andrews in a new musical adapted from Bernard
Shaw's "Pygmalion", produced by Herman Levin. Book and lyrics: Alan Jay
Lerner. Music: Frederick Loewe. Director: Moss Hart. Featuring: Stanley
Holloway, Cathleen Nesbitt, Robert Coote. Settings: Oliver Smith. Lighting:
Feder. Costumes: Cecil Beaton. Publicity: Richard Maney, CI. 7-4646.
- Thursday
March 22 **OPENING: "MR. WONDERFUL"** BROADWAY THEATRE, 53RD ST. & B'WAY
Sammy Davis, Jr. and the Will Mastin Trio in a musical comedy produced by
Jule Styne and George Gilbert. Settings: Oliver Smith. Costumes: Robert
Mackintosh. Lighting: Peggy Clarm. Publ.: Jack Toohey, CH. 4-5452.